

ORDER



Orders
Order / Rev: 69065
Alt Order #: /Brad
Product Desc: Romney
Estimate: 1317 - AC PA TV
Flight Dates: 10/31/12 - 11/02/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Crossroads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	57	\$40,275.00	\$34,233.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	57	\$40,275.00	\$34,233.75	0.00
Totals	57	\$40,275.00	\$34,233.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	25%	\$40,275.00
Market	100%	\$161,100.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$120,825.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/31/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--111--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N 2	WHP	10/31/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--111--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N 3	WHP	10/31/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--111--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
N 4	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N 5	WHP	10/31/12	11/02/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	--111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
N 6	WHP	10/31/12	11/02/12		CM	6:00 AM-6:30 AM	--111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00

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Flight Dates: 10/31/12 - 11/02/12

Advertiser: American Crossroads
Product Desc: Romney
Estimate: 1317 - AC PA TV

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a News CBS 21 News at 6a		(6:00 AM-6:30 AM)									
N 7	WHP	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7a-9a	--111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N 8	WHP	10/31/12	11/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--111--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
N 9	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	--111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N10	WHP	10/31/12	11/02/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--111--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
N11	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
N12	WHP	10/31/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--111--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
N13	WHP	10/31/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	--111--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N14	WHP	10/31/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--111--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
N15	WHP	10/31/12	11/02/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$2,950.00	P-1	0.00	NM	1	\$2,950.00
N16	WHP	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	--111--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
N17	WHP	10/31/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	--111--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
N18	WHP	10/31/12	11/02/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
N19	WHP	10/31/12	11/02/12	CBS Evening News CBS Evening News	CM	630p-7p	--1-1--	:30	2	\$1,500.00	P-1	0.00	NM	3	\$3,000.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/31/12-11/02/12		CBS Evening News See MG 19.3,19.4,19.5 [Program Change]		630p-7p	--W-F----	:30		(\$1,500.00)		0.00	NM		
2	WHP	10/31/12-11/02/12		CBS Evening News See MG 19.3,19.4,19.5 [Program Change]		630p-7p	--W-F----	:30		(\$1,500.00)		0.00	NM		
3	WHP	10/31/12-11/02/12		Fri Reg 2 Ⓜ MG for 19.2,19.1 [MG within Flight]		9p-10p	-----F----	:30		\$2,300.00		0.00	NM		
4	WHP	10/31/12-11/02/12		M-F 1230p-2p Ⓜ MG for 19.2,19.1 [MG within Flight]		1230p-2p	--WThF----	:30		\$350.00		0.00	NM		
5	WHP	10/31/12-11/02/12		M-F 1230p-2p Ⓜ MG for 19.2,19.1 [MG within Flight]		1230p-2p	--WThF----	:30		\$350.00		0.00	NM		
N20	WHP	10/31/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
N21	WHP	10/31/12	11/02/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
													Totals	57	\$40,275.00